TOURIST MOTIVATION AND SATISFACTION FACTORS: A CASE ANALYSIS OF HOMESTAYS IN UTTARAKHAND

SYNOPSIS OF THE THESIS

In Partial Fulfillment of the Requirements for the Degree of

DOCTOR OF PHILOSOPHY

Submitted by

Anup Singh Patwal

Research Scholar

SOHM, IUU

Submitted to

Dr. (Prof.) Vinay Rana

Supervisor

Dr. Vivek. K.Pathak

Co-Supervisor

SCHOOL OF HOSPITALITY MANAGEMENT

IMS UNISON UNIVERSITY, DEHRADUN – 248009

SEPTEMBER, 2021

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INTRODUCTION

In most countries around the world, travel and tourism are important economic activities. The impact on industry and societies is both significant and direct. The world economy achieved 277 million jobs and US$7.6 trillion (10% of the GDP in the world) in 2014 **(WTTC 2015).** In just six decades, tourism has been one of the world's biggest and fast-growing economic sectors. The number of tourists from all over the world reached 25 million people to1.4 billion from the year 1950 to 2018.

According to the ATLAS "Cultural Tourism project, visiting historical sites and museums, national and state parks, and cultural events or festivals were three of the top six travel activities among US resident travelers in 2018 **(Richards 2018)**".

The homestay refers to "a stay at a residence by a traveler or a visiting foreign student, is viewed as a means of culture tourism emerging with traditional houses and culture of residents, achieving two goals at the same time: increasing the income of host country families and encouraging them to preserve their cultural heritage by presenting their traditional houses" **(Wang, 2007)**.

Since 2015, homestays in Uttarakhand have gained popularity in the Uttarakhand tourism market, and this trend is projected to continue. Tourists constantly seek immersive experiences in a culture or destination, along with exceptional service. investor in tourism activity can gain knowledge on preferences of tourists in assisting improvement and demonstration of historic and cultural features and to the increase homestay in Uttarakhand. This concept was recently developed in the tourism industry of Uttarakhand, and there are fewer studies that provide information on homestays. As a result, this research will be carried out in an attempt, that provides investors and managers of homestays with more information. This research will investigate factors satisfying tourists who stay in homestays in Uttarakhand, as well as what are the motivational factors of tourists to choose homestays in Uttarakhand. This study's theoretical framework is centered on tourists' motivation, demographical profile and factor affecting satisfaction level of tourist.

Accommodation is a essential tourism product. When travellers visits a destination, they needs facilities like food and beverage service, transport, and communications, but most importantly he

needs an accommodation to stay. The scale and success of tourism at a destination are also directly proportional to the accommodation units at a place.

According to **United Nations (1994),** there is no universally accepted definition of "tourist accommodation". But there is a wide acceptance over the fact that it regularly (or occasionally) provides overnight accommodation for tourists.

Concept of Homestay-Defining Homestay

What is a homestay? It seems an easy quest to answer. It means staying in a 'home'. However, there are multiple variations in different countries. Researchers have not been able to give a single definition of homestay. The most dominant concept in the literature on homestay has been that of 'commercial home'. Most of the research on the subject has centered around the phenomenon of commercial homes.

The homestay refers to a stay in the house of a local family by a tourist, a home that provides rooms to tourists commercially. Homestays are popular among tourists who want not only clean and affordable accommodation but also want to enjoy the local authentic culture and lifestyle of the local family which may not be available in commercial accommodations. Staying in a homestay can be a unique experience in itself as the guest can soak in the warmth of the friendly and personalized hospitality of the host family. Homestays can range from a stay in chalets, cottages, chateaux in mountains, farmhouses, beach villas, mansions, castles, ranches, cave homes, historic houses, and treehouses. Not only do homestays provide authentic encounters to the guest but also provide an opportunity for the host to earn supplementary income and exchange culture with tourists from diverse cultures across the world. A homestay operator may provide a genuine cultural connection to the tourists and area and provides them with information on local products, sightseeing, culture, flora, and fauna which is hard to find at a commercial hotel.

The word homestay is used synonymously with terms like bed and breakfast, guesthouse, inn, private home, commercial home, etc. But the underlying difference of a homestay from other forms of accommodation is the sense of being at 'home'. **Hamzah (2010)** opined that "Homestay is a

generic term used to describe a form of holiday that involves staying with the host's family. Whilst the bed and breakfast concept also involves the guest staying within the host's dwelling, the homestay is characterized by the guest's participation in the host's way of life".

According to **Hatton (1999),** a homestay is a wider concept than a 'simple bed and breakfast type accommodation'. A homestay provides an opportunity for tourists to attend a traditional wedding, martial art program, or a local cultural dance. As per **Berman & Lanier (1993)** "homestays are private homes in which unused rooms are rented to supplement income and meet people".

Lynch and MacWhannell (2000) defined homestay as part of specific cultural associations which are similar to private homes, for example, the tourists are given the occasion for interaction with the host or host family. **Paradech (2001)** said that the homestays are the houses of local people containing enough spaces for the visitors to have satisfaction and pleasure from the owners.

All over the world, there have been different reasons for the growth of homestays.

Hamza & Ismail(2013) "asserted that a homestay is a type of accommodation in which tourists have the chance to live with the chosen house-owner or host, connect with them, and participate in the family's daily routine, allowing the tourists to have a live-in experience of Malaysian cultures".

Lynch (2005) proposed a definition of 'Homestay' saying that a "Homestay is a specialist term used referring to types of accommodation where tourists or guests pay to stay in private homes, where interaction takes place with a host and/or family usually living upon the premises, and with whom public space is, to a degree, shared. This embraces a range of accommodation varieties including some (small) hotels, bed and breakfast establishments, and host family types accommodation, which simultaneously spans private, commercial, and social settings. Establishments such as guesthouses, boarding houses, lodging houses-sometimes used synonymously with hotels and bed and breakfasts- are also included".

Although Lynch later refined the term 'homestay' to 'commercial home' as he thought the word homestay was misleading. However, the word commercial home does not evoke the essence of a homely stay since a commercial home may also mean a home where a family engaged in some kind of commercial pursuits like handloom and crafts making, operating a caf6 or restaurant, or a small

scale industry from home. Hence the word 'homestay' can capture the essence of the phenomenon in a much better way. Also, the scope of the definition needs to be broadened to include regional tourism appeal and elements of 'homeliness'. (**King and White 2009**) The definition should include the cultural experiences shared by the tourists and the host family.

Homestay is an accommodation arrangement in which tourists stay as if they were family members in the house of house owners in a destination, eat local delicacies, and enjoy routine life as it is lived by the host in exchange for a payment**(Gu & Wong, 2006)**

According to **Jamal (2011)** "homestay tourism is a form of tourism that attracts a particular segment of the tourism market in which people desire authentic experiences as it is based on nature, culture, and local custom".

The homely atmosphere, personalized services, home-cooked food, authentic local experiences, cultural immersion have remained the top reasons among tourists to choose a homestay accommodation while traveling.**(Wang, 2007; Gunasekaran & Anand kumar,2012 and Agyeiwaah, 2013).**

As **Phonwiset, Yomsatharn, and Chusakul (2008**) defined Homestays tourism as a tourism pattern with a focus on community-based tourism and ecotourism, in which tourists spend the night with the host in the villages. The hosts must treat visitors as if they were family members, involving them in a variety of activities and shared experiences. The goal of these activities is to learn about local lifestyles and the livelihoods of community residents. Few authors like **Promjittiphong (2005)** defined homestay as "one pattern of management of ecotourism", thereby highlighting the importance of homestay as an ecotourism accommodation option.

According to **Himachal Pradesh Homestay Scheme (2008),** a homestay is referred to as "Any private house located in rural areas of the State in good condition and easily accessible in the country-side i.e. within the Farm House, Orchards, Tea-Gardens, etc. will primarily qualify under the Scheme. The house shall fulfill the minimum requirement of having one or more room accommodation subject to a maximum of three rooms to cover under the scheme with attached toilet facility which will be made available to the tourists as Home Stay accommodation".

As per **Uttarakhand Tourism Development Board UTDB (2018**) Homestay is a housing complex where the owner of the residential complex should reside in the same complex and should have a minimum of one room and a maximum of six rooms. the owner is responsible for food to the tourists in the residential complex.

All over the world homestays are promoted through directories and websites especially catering to this segment. In India too, homestays are being promoted through various homestay networks and directories. These homestay networks provide a platform for both guests and hosts to connect. The entire inventory of all homestays in that area or of some specific category is listed on the websites or directories of these networks (usually for a nominal fee). The members (both hosts and guests) can communicate with one another and also choose a homestay of their choice and interest.

“Incredible India Homestay Scheme”

Intending to provide clean and affordable accommodation where tourists (especially foreigners) could stay with an Indian family and experience their customs, traditions, and cuisine, the Ministry of Tourism launched the Bed and Breakfast scheme. Under the scheme, fully operational Home Stays were to be termed as "Incredible India Homestay Establishments". These establishments were categorized into 'Silver' and 'Gold' depending on the facilities and services offered. The establishments are inspected and assessed by Regional Classification Committee (consisting of Regional Director, India Tourism-Chairman; representative each from lATO, TAAI, local India Tourism Office, and state tourism department) as per the guidelines of the scheme. It was decided that the approved Bed and Breakfasts would be duly publicized by the Ministry of Tourism. A directory of these establishments would also be made, besides training the hosts who opt to participate in the scheme. The major guidelines of the scheme were:

1) Only the establishments where the host and his/her family physically reside would be allowed to participate. Minimum one and maximum 5 rooms (10 beds) could be let out.

2) The charges to be levied would be on a bed and breakfast basis. The type of breakfast be specified and the charges are displayed clearly in advance to avoid confusion and disputes later

3) After an establishment applies for classification/reclassification, it could be inspected anytime.

4) classification would be valid for a period of two years from the date of approval.in case of reclassification, one can apply before the expiry of the previous classification i.e three months before the expiry.

5) Application for classification of Bed and Breakfast should be as per the format provided by the Ministry of Tourism which would include an application form, checklist, and undertaking.

6) The fee for classification/reclassification for the 'Silver' category is Rs. 3000 and for the 'Gold' Category is Rs. 5000

7) A two-stage procedure would be used in a classification where stage one would include the presence of facilities as given in the checklist and at the second stage these services & facilities would be assessed by the Committee.

8) The Chairman of the HRACC will approve the Committee's recommendation.

9) The Committee can recommend lower or higher category in place of one applied for

10) The Chairman of the committee can conduct a surprise inspection of the establishment to maintain requisite standards at all times.

11) Any amendment in the product and services of the Establishment will have to be informed to the concerned authority within 30 days or else it will lead to termination of registration.

13) Classification procedure would be completed within 30 days of application

14) If an institution is displeased with the HRACC decision, it has 30 days to request for assessment & re-evaluation.

"Incredible Homestay Scheme" in the Various States in India

Few states in India have actively undertaken the bed and breakfast scheme. They have customized it according to the needs of their area. A brief snapshot of 130 Entrepreneurship in Hospitality about the schemes being adopted by various States on bed and breakfast, farm stays, and homestays is as follows:

1. Uttarakhand

Name of the Scheme: DeenDayal Upadhyay Homestay Development Scheme (2018)

Categories: Gold, Silver, Bronze

Minimum and maximum lettable Rooms; Minimum one and maximum 6 rooms

Key features:

Homestay accommodation would provide an incentive to encourage public participation in tourism

1. The landlord should reside physically in the building with his/her family.

2. The assistance of 33% of the project cost limiting the project cost upto ten lakh rupees and maximum interest subsidy benefits of Rs.1.50 lakh/year for five years for hill areas.

3. The assistance of 25% of the project cost limiting the project cost upto seven lakh rupee and maximum interest subsidy benefits of Rs.1.00 lakh/year for five years in plain region.

4. The maximum number of rooms that can be constructed under this scheme will be limited to 6 (six) rooms

5. The scheme will apply to all areas of the state except the municipal area.

6. Preferences to a building developed/constructed in hill style/traditional

2. Himachal Pradesh

Name of the Scheme: Himachal Pradesh Home Stay, Scheme (2008)

Categories: No

Minimum and maximum lettable Rooms; Minimum one and maximum 3 rooms

Key features:

It is based on the lines of the "Incredible India Bed and Breakfast Scheme".

However, some differences in the scheme are as follows:

1. There are a criterion for minimum floor area in each room, 120 sq feet for the double room category and 100 sq. feet for a single category with 30 Sq.ft. for bathroom.
2. The owner can charge rates set by the department for tourists.
3. The scheme must be implemented throughout the state's rural areas.
4. Any resident of Himachal Pradesh can opt to register for the homestay scheme

3. Kerala

Name of the Scheme: **Kerala Home Stay Scheme (2012)**

Categories: Gold, Silver, and Platinum

Minimum and Maximum lettable Rooms: Minimum one and maximum 6 rooms

Key features:

It is based on the lines of the “Incredible India Bed and Breakfast Scheme”.

However, some differences in the scheme are as follows:

1. All rooms should have attached toilets with WCs.

2. The Kerala Tourism would help in marketing and capacity building through an Investor Support Cell (ISC)

3. The government would assist in obtaining loans from financial institutions for the improvements in existing houses to prepare for conversion into homestays.

4. Eco-friendly practices like the use of alternative energy sources, water harvesting, waste management, recycling and use of no plastics, pollution control are given weightage during the classification of homestay

5. There were more marks to be allotted for heritage buildings, farmhouses, estate bungalows, and new constructions with traditional architecture. Kerala tourism policy 2012 also envisaged providing electricity and water to homestays at a residential rate.

LITERATURE REVIEW

HOMESTAY

Sutherland et al., (2021) Employ certification data for various alternate accommodation and hotels, including traditional Korean hanok, inns, guesthouses, homestays, hostels, budget hotels, and. Few studies assess the effect of certification on hotel room rates and hotel prices. This study has broadened the relationship connecting online pricing ratings and accommodation certification with other types of hotels. The combination and interpretation of the results show that accommodation certification results in greater customer satisfaction that allow accommodation to conduct reliable research on premium pricing strategies.

Yu & Wang, (2020) Homestays are an option for accommodation for many tourists. Tourists focus more on location, environment, and facilities in urban housing, compared to rural accommodation. Based on online tourist ratings and comments, the impact of buying behaviors of the urban homestay was analyzed in this study, based on influencing factors for urban homes. Tourists tended to pay attention to online reviews when selecting their homestay and paying special attention to negative assessments. It was therefore concluded that online assessments played an important role in the online purchasing of urban accommodation. This study examined the positive effects of online assessments of urban homestay on the behaviors, which showed the most important assessments of homestay environment, service, and facilities.

Zhao et al., (2020) commenting on the influence of factors such as the demographic characteristics attitude, experience, consumers' perceived value, brand, are verified. The Differences in social values, emotional values, functional values, and, as well as the joint effects of demographical variables, support these theories. The outcome of the study set the fact that the growing middle-class family of China is one of the principal consumers of homestays.

According to **Khan, (2019),** the study finds out the factors which affect tourists to select types of alternative accommodations. The data was collected with the help of a well-structured questionnaire which was distributed among 300 respondents and the factors affecting the decision are found with the help of exploratory factor analysis. Findings presented that safety and security and value for

money services played the role of major motivator. The results of the study opined the existence of four factors which are safe and secure local appeal,homely atmosphere, host and guest relationship,and value for money influence tourists' motivation and decision to select accommodation. The unique appeal, availability of web services, and justified price of the services emerged as the latest dimensions in which unique appeal emerged as a new element and hence should be kept in mind by the hoteliers.

Vo & Nguyen, (2018) explore based on studies conducted by previous investigators on homestay, the authors of this paper have produced the 'Tien Giang Homestay Model,' for tourism destinations. The results of this study show that this model of homestay has five factors: i) Homestay facilities; ii) the environment of the Homestays; iii) quality assurance; iv) safety and safety; v) comfort. The results of the study showed that the overall model of homestay varies greatly in terms of tourist education and the occupation of tourists.

The study conducted by **Ritthichairoek, (2017)** Highly motive factors included five factors in successively arranged orders such as cleanliness, local food, host friendliness, the surrounding environment, and, finally, two factors, namely tourist activities and public infrastructure. The highest motivating factor which influenced visitors when choosing homes in Talinghan District was safety. The research shows that homestays in the District of Talingchan are efficient and managed in their local and transportation-related factors, as well as in touristic resources and activities, local lifestyle, culture, art, and environment.

Ismail et al.,(2016) Study has shown that visitors have been sensitive to quality service; a better quality of service has also been found to improve the satisfaction of visitors. Results have demonstrated the significant and positive impact of all three simple effects on the quality of service, satisfaction, and intention. The results also show that the satisfaction of visitors significantly moderates the relationship between the quality of homestay services and the behavioral intention. The results of the study also show that satisfaction will influence the preference of visitors for a revisit.

Rasoolimanesh et al., (2016) studied, the perception of guests over satisfaction and value staying

in Kampung Beng, a newly recognized Homestay in Malaysia, was investigated. Descriptive analyses showed that most of those interviewed were female, single, and younger than 40 years. Women often use their homestays because they can experience a "home away from home" through the homestay.

The analysis revealed that homestay guests perceived their value as having a strong positive impact on their satisfaction. In other words, when the tourist saw the benefits of using the Kampung Beng homestay to outweigh the costs, they were satisfied; when they felt the cost was outweighed, they were dissatisfied, they would not recommend his homestay to their friends and would probably not use homestay service again. This finding reflects the same result of past research on the impact of perceived value on tourism satisfaction.

Rermlawan & Tritham, (2016) Showed how Baanrimklong Homestay's tourist behavior occurred to Thai residents between the ages of 20-30 at Samut Songkhram, held. The main purpose of the tour was to learn about cultural tourism, to gain information and experience. Baanrimklong Homestay found that the Thai tourists were satisfied with cultural tourism in all three respects, namely the enrichment and added value of their products, environment & natural sources, and hospitality of homestay owners.

The selection process for destinations is greatly affected by the motives, attitudes, and perceptions of tourists. In addition, this research paper states that the price level, food, and drinks, hospitality, entertainment, localization, transport, security of homestay were factors that made Asian visitors satisfied. Furthermore, Egyptian research studied the factors that influence customer satisfaction and thus determines whether tourists are satisfied with the price and service levels. But most tourists in Egypt are satisfied with the tourism activity as shown by the ratings; good 70%, weak 18%, and 11% **(Athula, 2015)**.

Bavani et al., (2015) The study found that all the attributes suggested in the model significantly influenced Kanchong Darat Homestay's visitor satisfaction. This study demonstrated that in Kanchong Darat Homestay the quality of service, including facilities, safety, and service aspects, have satisfied the tourist. All three components satisfy all visitors and the role of the management is

important to this.

Biswakarma,(2015) Tourist satisfaction measurement focused on homestay. In this paper, the variables associated with tourist satisfaction during tourist stay were identified. They also analyze the relationship and impact on the overall tourist satisfaction towards homestay of the latent constructive factors. From this study, it was evident that 5 (five) readily identifiable factors were viewed after Exploratory Factor Analysis. These latent factors are Reception, Local Cuisine & Accommodation, Amenities, Safety, Local Lifestyle & Costumes, and Cultural Performance with 22 construct items concerning their satisfaction toward homestay. Towards dependent variables, 1 (one) opinion statement for overall satisfaction was kept for this purpose. Likewise, the correlation of 5 (five) independent variables with the dependent variable was a strong correlation.

Yusof et al., (2014) It has shown that the only intellectual attribute in tourist motivation has a major connection with tourist satisfaction, whereas cultural attractions, recreation experience, and the local service have a noteworthy connection with the satisfaction of tourist for cultural patrimony.

Nguyen,(2013) provided a frame for understanding the links between tourist motivation and satisfaction and other behavioral intentions constructs. The association between the overall touristic satisfaction and attributable destination has shown that the satisfaction of tourists in Duonglam is linked positively to the loyalty of the destination. This result shows that those three attributes cannot be revisited or highly recommended for friends and family members.

Bhuiyan et al., (2011) led an examination to talk about the possibilities and capability of homestay for ecotourism advancement in the East Coast Economic Region (ECER) of Malaysia. The examination talked about the weaknesses of homestays like the low norm of convenience, unsatisfactory washroom and latrine offices, absence of personality for each Homestay, absence of neighborliness experience, advertising issue, and absence of a mission. The examination recognized a couple of difficulties, for example, brand picture issues, fulfilling global guidelines, preparing offices, advertising and advancement, neediness easing that should be considered for homestay improvement in ECER. It was reasoned that maintainable ecotourism advancement in ECER could

be accomplished with legitimate arranging and usage, operational guideline and the executives, suitable turn of events, and monetary designation in homestay Activity.

Jamal et al., (2011a)investigated the job of psychographics in a homestay travel industry in Malaysia. It was felt by the scientists that traveler conduct is an under-explored subject in this space although there has been a flood in a homestay the travel industry as an extraordinary interest the travel industry item previously. So they explored the apparent worth, fulfillment, conduct expectation of travelers concerning the affecting role of psychographics

Jamal et al., (2011b) in their examination investigated the apparent worth (both practical and experiential angles) in the local area-based homestay travel industry by a vacationer. Traveler saw esteem was tried and delineated through development with five measurements: (I) utilitarian worth (foundation) (ii) useful worth (value) (iii) experiential worth (have visitor connection) (iv) experiential worth (action, culture, and information) and (v) enthusiastic worth. These measurements were estimated by 20 critical things. The outcomes demonstrated that utilitarian, passionate, and experiential variables are significant determinants of the apparent estimation of local area-based homestay in the travel industry. It was consequently recommended that to expand generally vacationer esteem just as to grow better situating and advancement procedures, the host suppliers, marketers, and governments should give due consideration to the request for the significance of these worth measurements.

Ibrahim & Rashid,(2010) in their study discussed the Homestay agenda of Malaysia and the development of Malaysian rural communities. The program has led to the development of rural areas such as improved living standards, rural infrastructure development, community financing, and community planning, as well as many positive socio-economic transformations and providing several opportunities for rural communities. Unlike traditional lodging and breakfast, the program provided visitors with enriching experiences through the participation of two different cultural groups in the daily activities of the host, eating, cooking, and doing many activities along with their host families.

Musa et al., (2010) have found in their research that the Malaysian government in its effort to differentiate this cultural tourism product promotes homestay as one of its most important products. The study used a diary approach to explore aspects of the residential holiday experience among home students in Kampung Lone. 19 diaries are analyzed by content using NVivo software. Based on the findings, a model of the stay-at-home experience was developed that described the different stages of travel experience and its features. Local experience has revealed three distinct components: “natural experience”, “work, culture and knowledge”, and “human interaction experience”. This research assesses the differences between Malaysian and Chinese students' experiences with homestays.

Ngah et al., (2010) studied the Homestay and its contribution to rural development in Malaysia. They noted that the number of housing providers in Malaysia had increased because of Homestays' ability to provide income and employment. They also say it's because recent social and cultural changes have brought about greater attention and awareness of cultural values, lifestyles, and environmental concerns around the world.

Peaty,(2009) in his study of apartments and lodges analyzed four different types of community-based tourism in the Indian Himalayas. Although different from the use of all these species it is intended to protect the environment, promote environmental tourism, and reduce poverty. He has done extensive research on the history, functionality, organizational background, and benefits of four projects: Ladakh homestay, Spiti Homestays, Sikkim Himalayan Homestays, and the Village Ways of Uttarakhand. Each of these programs, although focused on tourism in rural communities, has made significant differences in the design, implementation, and use of these programs. Variations include accommodation (accommodation or public accommodation), payment system (directly to individuals or through Village Tourism Committees), marketing method (using one operator or not), and project manager (NGO or community). However, despite the differences, the results of these projects are almost identical. This has contributed to women's empowerment, rural development, and youth employment and has contributed significantly to their income.

Albacete-Sáez et al., (2007) While rural tourism in some countries is a relatively new phenomenon and while quality offers a competitive advantage, it is hardly studied in rural accommodations. This research proposed a scale by which the quality of service in rural tourist accommodations is measured and aims to provide the managers of such accommodations with a tool. Five dimensions confirmed factor analysis: personal reaction, additional offer, tourist relationships, basic requirements, tangible elements, certainty, and empathy for good standards of reliability and validity. Its management implications were examined.

Wang,(2007)examined the growth and development of 'Naxi homestays' in China's Lijiang province. After Lijiang was added to the UNESCO World Heritage List in 1997, there was an increase in this type of guest house. Houses, therefore, helped (a) increase the income of these Naxi families and (b) preserve their cultural heritage by introducing their traditional houses. These homes were run by residents of the Naxi area. Many tourists trusted that the inns represent an "ancient," "real" and "unique" local culture. However, housing operators felt otherwise that visitors did not care about authenticity and culture. Besides looking for traditional building guests they want all the facilities like a hotel. The 'Naxi Homes' were gradually transformed into modem houses and customized with everything visitors wanted. Studies have shown that tourists and visitors do not believe in the pursuit of truth 'heritage conservation' as considered by UNESCO. The pursuit of that kind of heritage preservation was considered 'real' but not possible and therefore 'customary authenticity' was a practical approach adopted by the public.

Barnett (2001) study examined those areas where the operators were Maori and provided truth to their visitors. It was noted that homesteaders were able to provide Maori hospitality and an idea for their culture (albeit in different categories). This experience is unique in informing visitors about Maori legends and myths, involving visitors in Maori cultural activities, fishing, local food. These businesses have had the opportunity for decades of hospitality experience and are positioned in such a way that visitors come to them only because of this cultural sensitivity. It was suggested that the Maoris should control how their customs were brought to the visitors to be saved from the 'sale of goods.'

Lanier et al.(2000) in their study of bed and breakfast, rural resorts, and small hotels found that although one might think of a section containing B & B and inns as a small fraction of the accommodation industry statistics show the opposite. Each year, accommodations and breakfast generate about $ 3.5 billion in revenue.The accommodation and breakfast rates were 50 percent for the rest of the year after national accommodation in the accommodation industry (64 percent). But the inns make up one of those differences with Average Daily Rate, ADR (USD 122, compared to USD 79 in the remaining industry). Therefore, there were opportunities to increase the profits of bed and breakfast owners. The largest number of hotels available is in California, followed by New York, Massachusetts, and Pennsylvania.

The study of **Lubetkin (1999)** compared the most widely used advertising channels for tourists and B & B owners in the United States. He conducted two surveys - one for B&B managers and one for guests. Found and evaluated the usefulness of advertising and promotions used extensively by accommodations and visitors. Research has supported the fact that the B&B marketing budget is declining as the years of B&B operations increase.

As per (**Zane,1997)** a nationwide survey of about 1,400 B & B guests provide an overview of the plumbing signs. Highlights of the guests' selection of B&B features were (i) a private bathroom, (ii) a sense of solitude, (iii) a quiet atmosphere, and (iv) a guest who advised the view of the place and restaurants. Most of the B & B guests and country tourists were new families, with an annual household income of USD 73,000. Almost all of them were college graduates, and 36.4 percent of respondents counted their jobs as professionals. Couples usually spend USD 225.72 a day during B & B visits for food, accommodation, and other purchases. His research revealed that about 97 percent of visitors are satisfied with staying in a small B&B and calling it a 'good experience.

Vallen and Rande (1997) conducted a study of 79 beds and breakfast facilities in Arizona, USA. The profile of the number of drivers, market-related factors, and performance was studied. It was noted that beds and breakfast restaurants in Arizona received the highest levels of living and income in the largest B&B industry in the US. It was also found that operators spent less money on

marketing and that about 33% of them all agreed on the importance of communicating with their business indicators.

Fleischer & Pizam (1997) conducted a nationwide study on bed and breakfast in rural Israel. This document describes the characteristics, growth, market share, and contribution to the rural tourism economy of Israel. Most B & B in Israel were located in rural areas. These worked short-term, had an average of eight units, and used an average of two people 83 days a year. The most common visitors to these B & B were families, in a group of 30 to 40-year-olds with a high level of education and extra income. Research has concluded that rural tourism has almost the same characteristics worldwide with few differences. The first motivation for the villagers to open a bed and breakfast was to supplement the family's income while maintaining their farms.

Poorani & Smith in their study of hotel and breakfast cottages in 46 states in the United States, found that reimbursement for major services was often better than smaller ones such as beds and breakfast cafes. Research has shown that total operating income, total property rehabilitation, and restorative equity for large operations (nine rooms or more) were good compared to low performance. Major projects not only captured a larger market share than those of a smaller hotel but also achieved higher efficiency. **(Poorani & Smith, 1995).**

Stringe (1981) examines the relationship of guest and host in an overnight boarding house i.e B&B and Homestays in the United Kingdom. He investigated different perspectives, for example, Gender, space, pretending settings that influence the connection among Host and guests. For visitors, the property holder's life has given a fascination. He additionally understood that security and privacy was a significant issue while giving a home to outsiders and could prompt a clash between a Host and a Guest. He additionally featured the significance of the 'homely' atmosphere and 'home Setting'.

Major studies on Homestay

Table 1 Major Studies on Homestays

Classification	Issues/perspectives	Researcher/Year
Homestays	• Concept of homestay, Homestay, and local communities, sustainability, and community development issue. • Tourist perspective	Kimaiga& Kihima(2018), Ritthichairoek(2017), Thapa & Malini (2017), Aziz & Selamat (2016), Amin & Ibrahim (2016), Ismail et al.(2016), Kayat and Zainuddin (2016), Rasoolimanesh et al. (2016), Biswakarma(2015), Hashim et al.(2015), Ramli et al. (2015), Ranasinghe (2015), Ogucha et al. (2015), Chin et al. (2014), Shukor et al. (2014). Agyeiwaah (2013), Hussin & Kunjuraman(2013), Meimand et al. (2013), Psiran and Xiao (2013), Othman et al.(2013), Acharya and Halpenny (2012), Anand et al. (2012), Jamaludin et al(2012), Leh and Hamzah (2012), Jamal et al. (2011), Pakshir and Nair (2011), Razzaq et al. (2011), Gu and Wong (2007).
Alternate Accommodation	• Attributes of accommodation. • Tourist perspective	So et al. (2018), Tussyadiah & Zach (2017),Young et al.(2017) Pesonen & Tussyadiah (2015) Guttenta (2016), Gunasekaran & Anandkumar (2012), Chan and Baum (2007), McIntosh & Siggs (2005), Morrison et al. (1996)
Tourist accommodation located in Rural	• Factors impacting marketing strategies. • Tourist perspective	Fanelli (2019), Vigilia and Abrate (2017), Yun and Park (2014). Pina and Delfa (2009), Saez et al. (2007), Pina and Delfa (2005), Walford (2001)
Rural Homestays	• Concept of homestay, Homestay, and local communities, sustainability, and community development issue. • Tourist perspective	Yaru et al. (2018), Kayat et al. (2016), Ramli et al. (2015),Chin et al. (2014. Musa et al. (2009), Kayat (2007)
Factors influencing accommodation choice (traditional accommodation)	Tourist perspective	Richard and Masud (2016), Li et al. (2013), Baruca and Civre (2012), Garcia et al. (2012), Lockyer (2005), Chow et al. (1995)
Factors influencing accommodation choice(alternative accommodation)	Tourist perspective	Pesonen and Tussyadiah (2017), Tussyadiah and Pesonen (2015), Chan and Baum(2007)

TOURISM MOTIVATION

A detailed inquiry into the actual reason why people from all around the globe travel to famous tourist destinations and what they wish to enjoy the most. This can be done by investigating the motivational factors which drive the industry of tourism, even if it was just one of the many aspects which explain behavior like culture, social influences, perception, and education **(Crompton & McKay,1997.** Motivation is influenced by various internal and external motives in sociology and psychology **(Gnoth, 1997)**. Intellectual factors like knowledge or beliefs are external motivations factors. An inner motive was linked with drive, instincts, and emotions. The primary force which promotes this behavior is motivation **(Iso-Ahola, 1989)**. "Behavior is a process of internal psychological factors such as needs and goals, which can, to some extent, produce tension. This leads to behavior that is designed to liberate this tension in diverse forms"**(Bruyere & Beh 2007).**

Motivation in its dynamic aspects varies with destinations, markets, people, and decision-making processes. **(Hagan & Uysal, 1993; Wright & Witt, 1992)**. As per **Iso-Ahola(1989)**, "Most psychological motivations, according to psychologists, are driven by a desire to achieve an optimal degree of general stimulation."External goals, Inner forces, and encouragement that guide integration and express, a person's actions for future pleasure are referred to as motivation (**Iso-Ahola,1982).** As a result, motivation is very interpersonal. Researchers have begun to investigate recreational and pleasure psychological experiences**(Hagan & Uysal, 1993)**. The motivation of tourism thus is a dynamic process of driving inner emotions (need and want), which produce tension or imbalance among people. Such internal needs and imbalance result in actions aimed at restoring balance by meeting expectations **(Crompton,1979).**

Motivation and Need according to literature are interconnected **(Wright & Witt, 1992; Goodall, 1988)**. The latter is created by the existence of the first. They may plan to travel to meet their psychophysiological needs, e.g., psychological- adventure and relaxation, and physiological requirements like health, food, as well as the climate. **(Jarvis & Mayo 1981)**. Accordingly, motivation was defined by **Beerli et al (2004)** as "the desire that motivates a person to behave in a particular manner to get the desired pleasure". Motivation can also be linked with biological wants

and needs to encourage and integrate the behavior and activity of a person **(Dann,1981; Hagan & Uysal,1993)**.

"Needing something and Desiring something are two varying aspects".Desire is recognized as needs, and a distinction in desires and needs is self-awareness. Therefore, motivation is evident when people aim to meet their known requirements**(Hagan & Uysal,1993)**. Motivation is therefore theoretically considered as "a state of need, a situation that motivates people to behave differently toward particular activities, establish preferences, and achieve the desired result"**(Backman et al.,1995).**

Wu and Jang(2006) highlighted the fact "Motivation is a mental state in which a person strives for and attempts to attain a sense of satisfaction". **Mook(1996)** defined as well "motivation as the source of human behavior". As per **Moutinho(2000)** it is an ailment or need that compels a person to take certain actions that are likely to bring satisfaction. **Heckhausen (1989)** It has been noted that every motivation factor comes with a different aspect in behavioral objectives form. "Contents" means that a person wants a range of actions learned, where "goals" can be associated with the impacts of his actions.

Gnoth(1997) stated that "drive" which can be explained by motivation, is a chief concept in both emotional and behavioral psychologies. Motivation is therefore one of the reasons for the behavior of the travels. Motivation has been suggested as just amongst the numerous factors which help to predict tourist behavior and other multi-motives influencing the decision to travel. **(Crompton, 1979; Pearce, 1982).** Tourist motivation as proposed by **Pizam et al. (1979)** is defined as a collection of desires that encourage (or force) a person to travel and engage in activities related to tourism.

Tourism Motivation Theories

Theoretical papers on travel motivation have revealed a foundation for various theories of tourism motivation, such as expectancy theory, Crompton's theory, and drive theory.**(Cohen,1972; Kestel& Card, 1988; Dann, 1976, 1977; Crompton, 1979; Iso-Ahola, 1980; Dann, 1981; Pearce, 1982;**

Iso-Ahola, 1982; Hagan &Uysal, 1993; Pyo et al., 1989). Although there are many conflicting hypotheses attempting to explain travel motivation, it is a tough job. **Pearce (1982)** claims that no theoretical perspective of tourism motivation can define all aspects of tourist behavior. It was also proposed that the theory behind travel motivation takes into account multiple motive causes of behavior, long-term goals, the observer's perspective, measurement issue, and the qualitatively different quasi nature of essentially motivated behaviors.

The concept of internal and external forces underpins maximum of the theories of competing attempts on explaining the motivation behind tourism. The sections below discuss the popular motivation theories:

"Human Needs Hierarchy Theory"

Maslow's hierarchy of needs is "By far the most often utilized incentive theory among lifestyle writers" **(Iso-Ahola, 1980).** He classified these needs into 5 categories, starting with the most basic: needs of safety, physiological, esteem, social, and self-actualization. He proposed that another need appears when the most central needs are met. **Iso-Ahola (1980)** However, described that "While the theory's fundamental premise (hierarchy of demands) seems intuitively attractive, it is extremely questionable".Moreover, **McKay and Crompton(1997)**further stated that to this point no empirical proof was found for Maslow's needs theory of hierarchy and that it was not useful in connection with the tourism study.

Hudman (1980) proposed "As a foundation for travel push factors, consider the hierarchy of requirements. The six degrees of requirements associated with travel motivation's push factors are: (i) Need for self-esteem; (ii) Need for self-actualization;(iii) Need for belonging;(iv) Need for status/recognition;(v)Needforphysiological/requirements;(vi). Need for security/safety,"

Crompton's Theory

Crompton(1979) defines motivation, which could be conceived as the continuum of cultural-social-psychological imbalance. There are no social-psychological reasons for people, but

Crompton specifically has “Seven reasons for social-psychological travel have been identified as (i) Escape from a perceived mundane environment; (ii) Relaxation; (iii) evaluation and Exploration; (iv)Regression; (v) Prestige; (vi) Facilitation of social interaction; (vii) Enhancement of relationships”.

The concept of Crompton's theory defines, cultural-social-psychological needs of the individual are unbalanced before the long-awaited holiday or the travel experience. Then a balance of these needs is established after the journey or during the holiday. **Maslow (1954)** also talked about unsatisfied needs energizes and directs human activity, not a gratified need.

Seeking/Escaping Theory

Two basic travel motivations were identified by **Dann (1981);** anomy and ego-enhancement. **“**Anomie denotes a need to escape everyday life, whereas ego augmentation stems from a desire for recognition, which is attained via the prestige given offered travel” Iso-Ahola (1982) also recognized two driving forces which are determining tourism behavior; “escaping and seeking”. Escaping is “While seeking is “the desire to acquire psychological (intrinsic) benefits via travel in a contrasting (old or new) setting,” it is also “the urge to leave one's daily surroundings for some time.”.

According to **Iso-Ahola (1982)**, “Escape-seeking factors affect an individual's travel behavior at the same time” The dichotomy of Iso-search Ahola's for escape-seeking and “push-pull” concepts are linked. The tourist motivations of iso-model Ahola are comparable to general categories of pull (seeking) and push (escape) elements, introduced by **Crompton (1979)** and **Dann (1977, 1981).** At any moment and under specific circumstances, a traveler may be discovered, in any of the four quadrants. **Iso-Ahola(1989)** suggests that the driving force for travel is each quadrant alone or with other quadrants**.** The force behind escape and seeking are divided into individual and interpersonal factors. Tourists can therefore escape personal problems. He may be looking for personal advantages such as relaxation or interpersonal benefits like connecting with old acquaintances in a new setting.

Push and Pull Theory of Motivation

After Tolman's (1959), Dann (1977) stated the concept of tourism research with a concept of a "pull-push tourist motivation". When he replied to the question "what makes tourists travel," he stated that "push" and "pull" differ. This theory works on an assumption that people travel by pull by external forces and push thru internal desire **(Uysal et al, 2008**). Idea behind "push' and pull" is that they are driven by 'forces.' These forces explain the factors that influence people's choice to travel, and how the attributes of destination are drawn or attracted to them (Uysal& Hagan, 1993).

The tourism motivation literature stresses that explanations of the motivation to travel have generally been established based on push and pull theory **(Mc Donald & Yuan, 1990; Uysal & Baloglu, 1996; Yoon & Uysal,2005; Bogari et al., 2004; Pyo et al., 1989; Crompton, 1979; Oh et.al., 1995; Dann, 1977; Kozak, 2002a; Cai & Jang,2002; Lee & Kim, 2002).** The idea argues that various driving forces drive individuals to travel and choose their locations. This is a two-step process that includes push elements that encourage a person to leave the house to push him or her to a certain location and pull ones that encourage a person to stay at home. Numerous researches have been conducted on the push and pull theory and some scientists **(You et al., 2000; Jurowski & Uysal 1994; Uysal &Baloglu 1996; Kim et al., 2003; Bogari et al., 2004)**Relationship in these variables (why people wish to travel and why they choose certain destinations) and in general, the theory appear too complicated than it's been described.

The social and psychological variables of people are seen as push factors that convince them to travel and help explain the desire for travel **(Goossens, 2000; Crompton, 1979; Kozak, 2002b; Klenosky, 2002; Uysal & Yoon, 2005).** As a result, the majority of push elements are basic motivators that work as the origin factors of generating a desire to satisfy travel requirements. **(Jurowski & Uysal,1994). Klenosky (2002)** "The term "push factors" refers to circumstances in our life that influence our choice to go on a vacation (to go away from our usual surroundings)". In addition, the visitors' insubstantial yearning is one of the most powerful push forces. According to the research, individuals are first motivated to travel by internal desires, including health,

relaxation, family, escape from society and fitness, increased prestige adventure, and knowledge. **(Jurowski & Uysal, 1994; Hagan & Uysal, 1993).**

"Push factors are defined as motivational variables or want that emerge as a result of an imbalance or tension in the motivational system. Push forces inspire or encourage people to travel." **(Kim et al., 2006; Lam & Hanqin, 1999; Crompton, 1979).**

Hagan and Uysal (1993) Push factors, it was stressed, are related to the origin and correspond to the insubstantial, fundamental wants of a solo traveler. The "why" question has been the focus of the push domain (social and psychological proclivity to travel)**(Dann, 1981).**To put it another way, push factors are described as "the desire to go" & are related to choice "to go" **(Kim et al., 2007).** It is thought to be linked to the intention of an individual to use or not use the whole product group (to go on a journey or engage in an alternate leisure activity). The target marketing should focus on driving motivations for improving the competitiveness of the destination. The reason behind, travel preferences aids in providing them with suitable activities and attractions **(Correia et al.,2007).**

Pull factors, however, are those that are perceived by individual travelers from the attraction of the destination**(Uysal & Jurowski, 1994)**. They indicate what external characteristics appeal to people and lead them to travel. **(Hagan & Uysal,1993; Klenosky, 2002; Mcdonald & Yuan, 1990). Klenosky (2002)** claimed that "Once a travel choice has been made, pull factors are those that drive a person to choose one location over another". Pull forces can therefore be linked to the "where to go decision".(**Kim et.al., 2007)**.

Various pull variables contribute to a combination of services and facilities which all help people in selected situations to reach their destinations. **(Ritchie & Hu, 1993)**. When a visitor chooses to travel, the pull factors entice them to visit a certain location. **(Ohetal.,1995).** The "destination attributes" or "drawing powers" are pull factors that react to the push factors. The attributes of the destination could be perceived tourist expectations or material resources **(Uysal & Hagan, 1993).**

For the explanation of the patterns and behavior of travel, the push-and-pull theory is applicable. The two principal market elements supply and demand can be the representation of motivation for travel. The outcomes of opportunities and internal emotional state for participation and interaction

are the push factors. These factors primarily represent the demand aspect of the equation and are the essence of the motivation for travel. Thus, potential and actual visitors seem to control these attributes more effectively. Answers to demand or pull factors, such as desirable characteristics or benefits sought at the destination, of course, represent the travel experience on the supply side. The pull factors therefore primarily are maintenance factors without which some level of tourist satisfaction could not be achieved. **(Uysal et al., 2008)**.

Table 2 Major studies on Motivation

Major Studies on Tourist Motivation		
Summary of Tourist Motivation Theories Author (Year)	**Theory Name**	**Contribution**
Maslow (1943)	"Hierarchy of Needs theory"	Explains that "human behavior is the outcome of various needs that occur in a hierarchical order and the fulfillment of one need leads to an awareness of the next level of need".
Cohen(1972)	Tourists typology/classification	Tourists are divided into groups based on their behavior of travel as i) "organized mass tourists", ii) "individual mass tourists", iii) "explorers" & iv) "drifters".
Dann (1977)	"Push and pull theory of tourist motivation"	Created a conceptual framework around two approaches: anomie and eco-enhancement. The anomie factor is defined as the "desire to overcome feelings of isolation", whereas "eco- enhancement emerges from individual needs".
Crompton (1979)	"Socio-psychological motivations to travel"	"identified Seven reasons for social-psychological travel have been identified as (1) Relaxation; (2) Escape from a perceived mundane environment; (3) evaluation and Exploration; 4)Regression; (5) Prestige; (6) Facilitation of social interaction; (7) Enhancement of relationships".
Iso-Ahola (1982)	"Social psychology model of tourism"	Constructed on the basis of push and pull factors. "combines the main elements (i.e. escape and reward)".

Pearce (1988)	Travel Career Ladder(TCL)	Travel motivations are listed in five categories: "relaxation", "stimulation", "relationship", "self-esteem", & "development or fulfillment". Travel motivations are divided into two categories: "self-centered needs" and "needs directed at others".

TOURIST SATISFACTION

For organizations to survive, including tourism organizations, customer satisfaction is essential. In the global tourism market, many tourism organizations are starting to regard customer satisfaction as important and thus present them with high priority to its achievement. **Yüksel, 2007; Goulden & Yu, 2006; Kozak, 2002b; Uysal & Yoon, 2005; Law & Wong, 2003; Reisinger & Turner, 2001)**because destination selection, consumption of services and products, also the revisit decision are influenced(**Rimmington & Kozak,2000).**The service quality provided for a specific destination is usually expected primarily by tourists. **(Akama & Kieti, 2003).** The success of some marketing destinations thus depends on the high satisfaction of tourists is achieved, to sustain a relatively attractive destination **(Reisinger & Turner,2001).**

Satisfaction of the customer can be seen as an important source of competitive benefit in the business market and a performance measure. **(Kozak, 2002b)**.Satisfaction, furthermore, could lead to key results, including higher revenue, favorable word of mouth, profit margins, purchasing intention, usage rates, brand engagement, and loyalty. **(Yüksel&Yüksel, 2007; Reisinger & Turner,2001; Mantel & Machleit, 2001; Arnold et al., 2005)**. Likewise, satisfaction could increase retention of the patronage rates of tourists on the tourism market, loyalty that in turn helps achieve economic objectives such as higher turnover and revenue **(Akama & Kieti, 2003).**

Therefore, in this leisure, fun, and luxurious industry, the satisfaction of tourists is crucial and logical. As satisfied tourists are less sensitive towards price and if everything ends up going well, they would give positive feedback about tourist attractions, travel agencies, tour & travel guides, hotels, catering companies, etc.**(Nageshwar & Das, 2002).** As an outcome, there is a connection between visitor satisfaction and the economic success of the destination**(Akama & Kieti,2003)**.

Marketing scholars and practitioners have thoroughly investigated tourist satisfaction for improving

quality. To enhance the goods and services provided, as well as to successfully advertise them in the target markets for new and return visitors, marketers need to understand satisfaction of tourist at a destination. **(Goulden & Yu,2006)**. The satisfaction level of the tourists is estimated by the expectations of tourists. When overall attainment goes beyond or meets the tourist's expectation can be termed as a satisfied tourist. Nevertheless, when perceived performance is lower than expectations, tourists are considered to be dissatisfied **(Akama & Kieti, 2003).** Tourist satisfaction depends on the proximity between the expectations of the tourist product and its perceived performance **(Nageshwar & Das,2002)**

Intourismfield, **Snaithand Tribe (1998)** defined "The extent to which a visitor's evaluation of a location's characteristics surpasses his or her expectations for those features is referred to as tourist satisfaction with that place". **Pizam et al.(1978)** Defined tourist satisfaction in the same way as "the findings of a comparison between a tourist's experience at a location and their expectations for the destination". **Moutinho (1987)**further stated that Tourist pleasure is a post-sale variable that works in most cases on a pre-travel expectation basis.

Several researchers in the tourism literature have evaluated tourist satisfaction with the help of different theories, like disconfirmation/expectation, equity, norm, and actual overall performance model **(Rimmington & Kozak, 2000; Assaker et al., 2010; Uysal & Yoon, 2005)**. However, the theory of disconfirmation/expectation works to be an excellent theory for evaluating tourist satisfaction, its use is in doubt **(Assaker et al., 2010). Tse and Wilton (1988)** suggest the overall actual model of performance as an alternative to an expectancy-disconfirming model to measure tourist satisfaction. **(Assaker et al., 2010; Uysal & Yoon, 2005; Ping & Qu, 1999).**

According to **Wilton and Tse's(1988)** perceived model of assessing the performance, dissatisfaction happens only as a result of performance and therefore is unconnected to customer expectations. As a result, regardless of their expectations, tourists' satisfaction with their travel experiences is assessed. This methodology was successful when tourists have no notion of what they appreciate and have no awareness of the circumstances of the destination. So, only their actual experiences are appraised to measure the satisfaction of the tourist (**Uysal & Yoon, 2005)**.

The main reason behind utilizing total performance as the superior measure for the evaluation of tourist satisfaction is that initial expectation and actual performance must be considered independently **(Pizam et al., 1978; Tse& Wilton, 1988).** as per **Qu & Ping(1999)** in addition, irrespective of service performance from expectations and issues of equality, visitor satisfaction gets affected.

In addition, the satisfaction of the tourists is affected by equity and expectations issues by service performance **(Qu & Ping, 1999).** Thus, to assess the satisfaction of tourists with individual locations, **Pizam et al. (1978)** employed the actual model. The current performance model was also applied by **Ping and Qu (1999)**for assessing the overall satisfaction of Hong Kong cruise passengers. **Rimington and Kozak (2000)** carried out a study to determine aspects of a destination that are essential to tourists' overall satisfaction. The overall/actual performance approach is therefore followed by the current study to quantify tourist satisfaction.

Table 3 Major studies on tourist satisfaction

Major Studies on Tourist Satisfaction		
Summary Of Tourist Motivation Satisfaction Theories Author(Year)	**Theory/Issues**	**Contribution**
Hirshman(1970)	Exit-Voice Theory	Immediate Consequences Of Increased Guest Loyalty
Blodgett et al(1993)	Equity Theory	Explains Guest Dissatisfaction And Complaining Behavior
Oliver(1980).	Expectancy Disconfirmation Theory	approaches to the "explanation of guest satisfaction/dissatisfaction".
Reuland et. al. (1985)	Components of Guest Satisfaction	Suggest that hospitality services consist of a harmonious mixture of three elements i.e. "Material Product", "Behavior and Attitude", and "the Environment".
Czepiel et. al. (1985)	Components of Guest Satisfaction	"satisfaction with a service is a function of satisfaction with two independent elements. The functional element, i.e. The food and beverage in a restaurant and the performance-

		delivery element, i.e. The service".
Davis And Stone (1985)	Components of Guest Satisfaction	Divide the service encounter into two elements: direct and indirect services.
Lovelock (1985)	Components of Guest Satisfaction	Divided Service Attributes into two groups: "Core and Secondary".
Parasuraman et. al. (1988)	Measurement of Guest Satisfaction	"Comprehensive Model Of Service Quality-SERVQUAL". "Tangibles, Reliability, Responsiveness, Assurance, Empathy".
Knutson et. al. (1991)	Measurement of Guest Satisfaction	developed A Lodging- Specific Instrument Called "LODGSERV Which Is A 25 Item Index Designed To Measure Guest Expectations For Service Quality In The Hotel Experience"

Tourists Motivation and Satisfaction

Gnoth(1997) to understand the behavior of visitors after visiting sites, the link between tourism motive and satisfaction of the tourist has to be examined. For practical purposes, a tourism theory can help explain tourist conduct. Motivation and satisfaction are therefore important pillars for tourism behavior **(Iso-Ahola&, Dunn Ross, 1991; Lee et al., 2004; Devesa et al., 2010;)**.As there exist many multidimensional motivations and tourists' needs, several attributes for a destination **(Pyo et al., 1989)**, Marketers might supply touristic products and packages with characteristics that fulfill their expectations **(Gnoth, 1997).** The concept of motivation is therefore expected to be shown in numerous empirical investigations as a component of market segmentation **(Kozak, 2002a).**

Intrinsically motivated behaviors can be linked to a sense of potential satisfaction in the future **(Deci, 1975; Deci & Ryan, 2000).** In the same manner, Lubbe (1998) has shown that the motivation of tourists to travel begins when tourists become aware of their wants and perceive that specific destinations can satisfy them. **Gnoth (1997)** also suggested that the main parameter of the expectations structure was once the tourist needs and/or values were encouraged. Expectations then determine product perception and service performance and experience perception. Motivation can

so influence the pattern of satisfaction.

(Dunn Ross & Iso-Ahola, 1991) motives are associated with predicted behavioral consequences. This leads to personal satisfaction from behavior. In other words, motivations arise before the satisfaction and experience afterward. **Crompton and McKay (1997),** for example, said that satisfaction is achieved if needs are met. Therefore, it is very vital to assess satisfaction that people know the needs they seek to meet. **Mannell and Iso-Ahola (1987)** also supported motivations as a precedent to satisfaction before a holiday experience. **(Beh & Bruyere,2007)**. Past research has also shown that a more diverse visitor experience could boost the satisfaction of tourists. Furthermore, the underlying motivation can influence traveler behavior. **Pearce and Caltabiano(1983)** In the literature of marketing destinations, a relationship between motivation for tourism and satisfaction after consumption was also supported **(McKay & Crompton,1997; Dann,1981; Yoon & Uysal,2005; Zabkar et al.,2010; Devesaetal.,2010;)**. Customers' motivations are formed before their real vacation experiences, and satisfaction is assessed afterward **(Dunn Ross & Iso-Ahola, 1991)**, In any confirmation/disconfirmation model, pleasure is intrinsically linked to the initial motive **(Kozak, 2002a).** Understanding travel motivation, according to **Crompton and McKay (1997),** is based on their relationship to satisfaction. **Dann (1981)** backed this up by saying, "It makes little sense to measure satisfaction without considering motivation."

The characteristics of the destination could arouse and reinforce inherent push motivations. Various sets of pull and push elements were therefore expected to raise various levels of tourist destination perception **(Uysal & Yoon, 2005). Correia et al. (2007)** noted that push motivations and possibly pull motivations forecast perceptions. **Qu & Ping(1999)** the amount of tourist satisfaction is directly tied to their needs for travel. Therefore, it is vital to have a clear motivational picture that responds to various satisfaction levels.

Fisher and Price (1991) reported that “a significant relationship between intercultural interaction and travel motivation was found, such as meeting new people, education, escape, and kinship, which were linked to the travelers' satisfaction.” **Devesa et al. (2010)** reported that tourist satisfaction with particular tourist elements or attributes of location is established by the reasons

that the trip has been motivated or determined.

(Devesa et al., 2010) Motivation is a "meta-concept" that acts as a motivator of travel behavior and caused various types of tourism. **(Crompton, 1979; Fodness, 1994)** the identification of motivations for traveling to specific destinations may therefore be considered as an important component for developing a guided program to deliver a good tourist experience. **Kim et al. (2006)** have also indicated that the analysis of push-and-pull aspects in the formulation of efficient marketing campaigns should form the basis for the development and attraction of tourism satisfaction. Some research has empirically found relations between motivation for travel and tourism satisfaction. **Devesa et al. (2010)**, for example, empirically proved that motivation determines the criteria for the visit assessment and affects the level of visitor satisfaction. The study advised that product/service suppliers should focus more on specific location attributes and services because these affect the level of tourist satisfaction. In addition, the results of the study show that certain aspects exist such as "general satisfiers" strongly affect visitor satisfaction, such as"gastronomy quality", "treatment received", "availability of services like leisure activities and restaurants", "opening hours", and lastly the"tourist information".

The relationship between the quality attributes of destination, satisfaction, and behavioral intent was explored by **Zabkar et al. (2010)** by structural equation modeling Data from 1056 travelers in Slovenia have been gathered in four tourism destinations. The results of the study indicated that the pull factor "destination attributes" having a beneficial impact on the perceived qualities of tourist offerings.

The association between target picture, tourist attributes, and general happiness and destination loyalty was studied in **Chi and Qu (2008),** using structural equation modeling (SEM) in Eureka Springs, Arkansas. The study showed that satisfaction with the attributes of destinations had a positive effect on tourist satisfaction**. Yoon and Uysal (2005)** examined theoretical and empirical data on the statistical correlation on satisfaction with pull and push motivation. The structural relation among satisfaction and motivation has been indirectly revealed.

The effects of repeated rates of visitation on the intentions of destination revisit and on visitor

satisfaction in the Balearic Islands were investigated by **Alegre and Cladera (2006)**. Their research showed that overall satisfaction level is determined by satisfaction levels. It has been observed, that "sun and sand," "weather," "beaches," "accommodation quality and "environment" contribute main to tourist satisfaction. The main attributes are Factors such as "prices," "cultural and social" and "hospitality" and "tranquility," have also contributed to satisfaction.

Lee et al. (2004) employed double-sided ANOVA testing to evaluate the potential crucial factors which affect the satisfaction of four motivation clusters. The outcome of the research informed that four clusters have considerable overall impact. Results supported that level of satisfaction gets affected by the motivation factors**. Turner et al. (2001)** also study the satisfaction and importance levels of visiting Melbourne for service aspects identified by people visiting countries like the USA, Australia, Japan, Canada, and China. The findings of the research depicted that the causative link between the quality of service and satisfaction is modest.

Some research looked at tourists' levels of satisfaction with certain destination aspects. For instance, **Yu and Goulden (2006)** studied international tourism development in Mongolia and surveyed foreign tourists covering four areas: Europe, Japan, the United States, and other Pacific/Asia nations to assess tourists' satisfaction with destinations, services, facilities, as well as the prices. According to the findings of the study, most people were pleased with their vacation to Mongolia. **Ryan and Mo (2002)** evaluated the level of satisfaction of people from China going to New Zealand with various activities. According to the study, the following elements received high ratings for importance and satisfaction: "seeing Maori cultural places," national parks," city gardens and parks," farms," "city tours," historical sites and museums," and "taking picturesque boat excursions."

In Hong Kong, **Heung et al. (2001)** conducted a study to measure the satisfaction levels of Japanese travelers based on more than thirty travel attributes. According to which, "overall accessibility" is a highly acceptable attribute, "food and accommodation" were crucial elements used to determine the overall likelihood and satisfaction of suggesting Hong Kong to other tourists, and lastly the factor of "price and culture."

Reisinger and Turner (2000) also carried out a study in Hawaii and the Australian Gold Coast to identify destination factors influencing Japanese tourist satisfaction. 27 satisfaction items were used for the selection of a destination, as well as the two destinations were compared. The attributes of destination on Hawaii were more satisfied than the ones on Gold Coast by Japanese tourists. The study showed that Hawaiian destinations offered more features and were rated by Japanese tourists with a high level of satisfaction, as compared to Gold Coast attributes. **Qu and Li (1997)** tried to assess Mainland Chinese visitors to Hong Kong for their satisfaction. The survey indicated that all Hong Kong destination attributes except pricing met the satisfaction of travelers.

OPERATIONAL DEFINITIONS

Homestay: According to **Uttarakhand Tourism Development Board UTDB (2018**) Homestay is a housing complex where the owner of the residential complex should reside in the same complex and should have a minimum of one room and a maximum of six rooms. the owner is responsible for food to the tourists in the residential complex.

Motivation: "Motivation refers to a need that drives an individual to act in a certain way to achieve the desired satisfaction **(Crompton, 1979)**"

Satisfaction: Pizam et al. (1978 "tourist satisfaction is the results of the comparison between a tourist's experience at the destination visited and the expectations about the destination".

STATEMENT OF RESEARCH PROBLEM

Homestays are thought to be a form of rural and cultural tourism. Uttarakhand Tourism Development Board introduced 'Deen Dayal Upadhyaya Griha Awaas Homestay' in the year 2015. The government helped cultural tourism investors to develop their business and has supported Uttarakhand's homestay programs since 2015. Therefore, the sector of rural and cultural tourism and the sector of homestay tourism were interested in tourism investors. Homestay managers must understand which factors influence tourist preference and satisfaction. Despite the fact that many other researchers have examined homestay sector, but they do not address homestay issues, in particular those homestay located within Uttarakhand. The homestay concept is a recent development in Uttarakhand tourism, and it is expected to grow. As a result, this research will be conducted to examine which factors motivate tourists to choose homestays in Uttarakhand and to predict tourists' overall satisfaction.

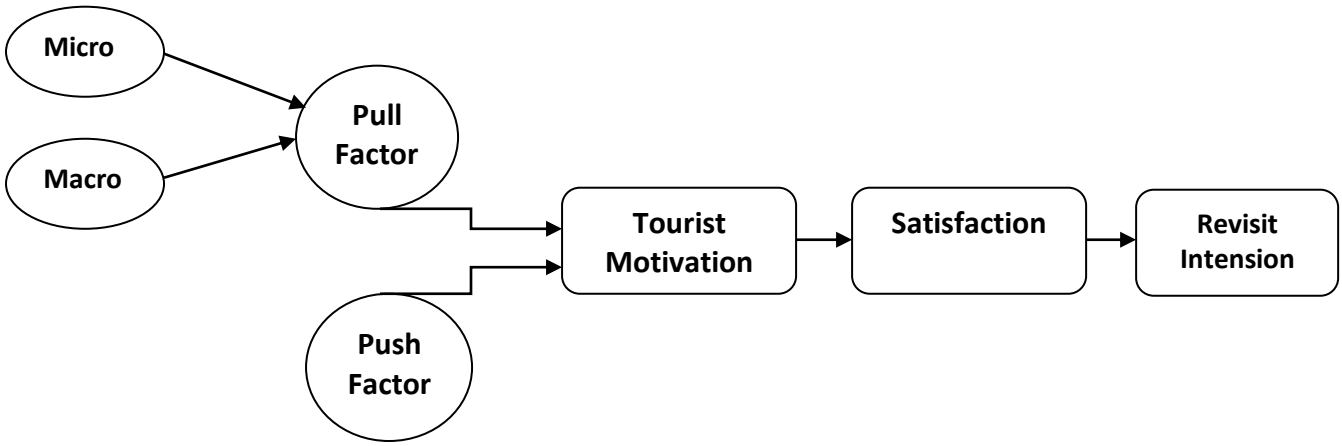
RESEARCH GAP

1. Homestay tourism is a growing phenomenon in Uttarakhand. There is no comprehensive study on Homestays in Uttarakhand.
2. Most of the studies are focused on homestays outside of India and there is a lack of studies on India. Furthermore, studies are lacking for the mountain state of Uttarakhand.
3. Homestay tourism is a growing phenomenon in Uttarakhand. There is no comprehensive study on Homestays in Uttarakhand.
4. Most of the studies are focused on homestays outside of India and there is a lack of studies on India. Furthermore, studies are lacking for the mountain state of Uttarakhand.
5. It has been more than five years since the Uttarakhand Homestay scheme has been launched, but how successful it is and its awareness among people has not been studied in detail.
6. As there is limited study on the subject exists, it is difficult to identify its weakness and strengths.
7. Less effort has been, made to define the profile of the tourist who has visited these homestays, their motives to visit, their expectation, and satisfaction associated with them.
8. There is limited literature available that related homestays with community approaches to tourism.
9. Some studies have focused on the supply side, while some have studied the demand side of the quality level of various services of homestay. Not much work has been done that studies touristic resources in an area which are also an important factor for the development of homestay tourism.
10. How are the homestays being positioned in the mind of tourists is a matter of study. There is a deficiency of literature on this aspect as well.

CONCEPTUAL FRAMEWORK

The conceptual framework graphically or narratively presents the fundamental elements to be researched i.e. the main components, variables, or constructs, and the expected relationships between them **(Miles et al. 2014)**. Conceptual frameworks can be defined as "an argument about why the topic one wise to study matters, and why the means proposed to study it are appropriate and rigorous" **(Ravitch and Riggan, 2016)**.

Yoon and Uysal's (2005) conceptual research framework is adapted to guide the research. The framework will include some key variables relevant to the present research. the conceptual framework has been developed based on the variables identified from the review of the literature. As independent variables (IVs), the framework includes Push Factors and Pull Factors as tourist motivating factors, and Satisfaction as a dependent variable (DV). The framework will aid in the investigation of the effects of the relationships between the constructs of Pull and Push Factors on tourist motivation and Satisfaction.



(Adapted from Yoon and Usyal, 2005)

Figure 1. Conceptual Framework for Study

RESEARCH QUESTION

1. What are the demographic profiles of tourists who visit homestays in Uttarakhand?
2. Which factors influence tourist's choice of homestay in Uttarakhand?
3. Which factors contribute the most to the overall satisfaction of tourists?
4. What is the level of tourist satisfaction who visited homestays in Uttarakhand?
5. What are the benefits of homestays and how do they affect the community?
6. What are the problems and challenges associated with running homestays in Uttarakhand?

OBJECTIVE OF THE STUDY

1. To present the demographic characteristics of tourists visiting homestays in Uttarakhand.
2. To identify the motivational factors of tourists to choose homestays as an accommodation option in Uttarakhand.
3. To determine the attributes that affect the overall tourist satisfaction in order to enhance the attractiveness of homestay offerings.
4. To analyze the satisfaction level of tourists towards the homestays in Uttarakhand.
5. To investigate the challenges faced by homestay owners and the impact of homestay on the community.
6. To suggest policy measures to improve tourist satisfaction with regards to homestays in Uttarakhand.

RESEARCH HYPOTHESES

1. **H0**: There is no significant relationship between demographic characteristics of tourist and their motivation

   H_a: There is a significant relationship between demographic characteristics of tourist and their motivation

2. **H0:** There is no significant impact of push factors on motivation to select homestays.

   H_a: There is a significant impact of push factors on motivation to select homestays**.**

3. **H0:** There is no significant impact of pull factors on motivation to select homestays.

   H_a: There is a significant impact of pull factors on motivation to select homestays.

4. **H0:** There is no significant influence of push factors on tourist satisfaction.

   H_a: There is a significant influence of push factors on tourist satisfaction.

5. **H0:** There is no significant influence of pull factors on tourist satisfaction.

   H_a: There is a significant influence of pull factors on tourist satisfaction.

6. **H0**: There is no significant relationship between demographic characteristics of tourist and their satisfaction

   H_a: There is a significant relationship between demographic characteristics of tourist and their satisfaction

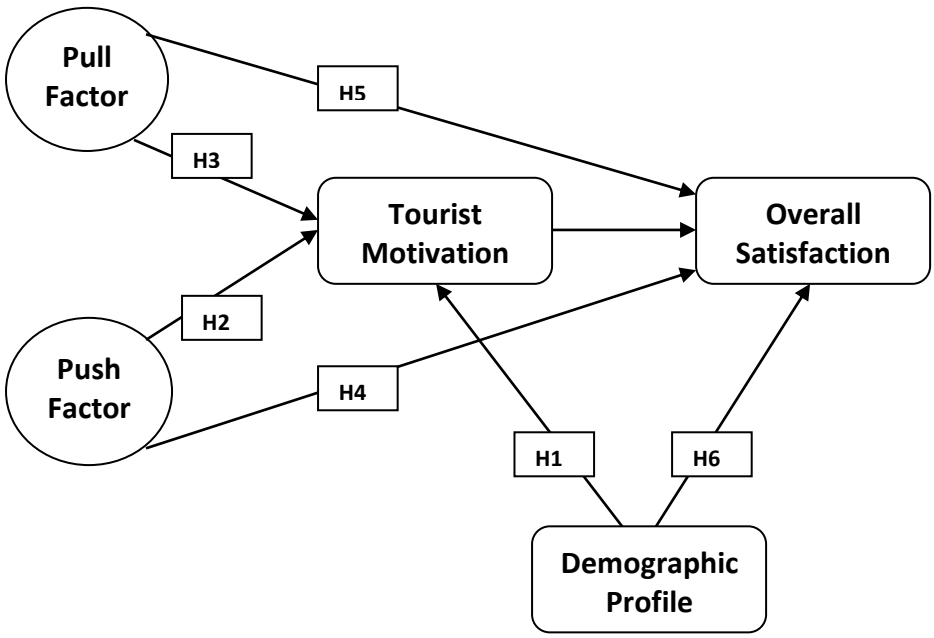


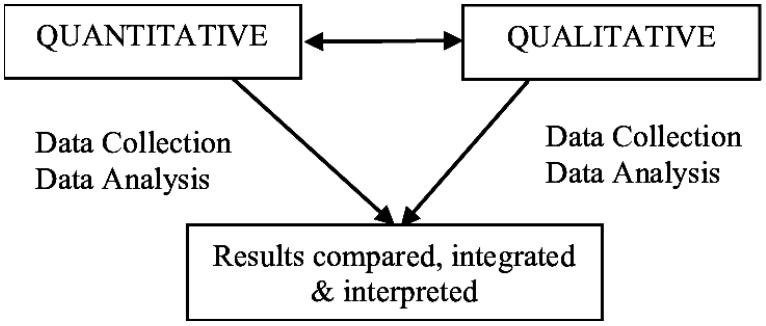
Fig.2 Proposed Hypothetical Model, H=Hypothesis

RESEARCH METHODOLOGY

Research Design

A hybrid or mix approach would be employed for the investigation. To test the specified objectives, both quantitative and qualitative data will be collected. "A mixed methods research design is a procedure for collecting, analyzing, and mixing both quantitative and qualitative research and methods in a single study to understand a research problem"***(Creswell 2012).***

Johnson et al. ***(2004)*** define "*Mixed methods research as the type of research in which a researcher or team of researchers combines elements of qualitative and quantitative research approaches (e. g., use of qualitative and quantitative viewpoints, data collection, analysis, inference techniques) for the broad purposes of breadth and depth of understanding and corroboration"*.



Source: (**Atif, Richards & Bilgin 2003**).

Figure 3 A Graphical Representation of the Mixed-Method Triangulation Strategy

This design is rich because it can add words, illustrations, and narratives to numbers through the combination of qualitative and quantitative research approaches with mixed methods. Mixed methods can therefore deal with the issues of what (quantitative and qualitative) as well as how and why. This will allow us to understand the various interpretations of a particular phenomenon.

The quantitative design will emphasize getting insight toward the Causal aspect of tourist & their travel motivation with satisfaction level. This will be tourist-centric, whereas the Qualitative aspect will focus on the owner's perspective. It will help in understanding the problems, issues, and challenges faced by the homestay owners, benefits associated with running a homestay, and future development in the homestay industry in Uttarakhand. There will be two stages to this approach The first stage will utilize a quantitative approach, for instance, a survey will be used. In the second stage, a qualitative approach will be used. Qualitative data from focus groups of operators/owners

will be obtained. In both stages, data analyses will be performed separately. Subsequently, results will be compared, integrated, and interpreted from both phases.

Sample Design

Population

The target population of this study will be tourists who stayed in homestays in Uttarakhand as their travel destination as well as homestay owners and homestays located in rural and urban areas of the various hill and plain districts of Uttarakhand, having all three categories of accommodation i.e. Gold, Silver & Bronze.

Sampling method and sample size

Sample Size: 600 tourists who stayed in homestays in Uttarakhand and 30 homestay owners.

Sampling method: This study will use a three-stage sampling technique. the first stage of sampling will consist of purposive sampling technique to select the various District of Uttarakhand containing hill and plain regions and has a measurable number of homestay availability in the rural and urban areas having homestays with all three categories i.e. Gold, Silver & Bronze.

Table 4 Selected districts in Uttarakhand

S.No	District	Hill/Plain	Urban	Rural	Total	Sampling technique
1.	Nainital	Hill	93	263	356	**Purposive sampling**
2.	Chamoli	Hill	59	345	404	
3.	Dehradun	Plain	380	141	521	
	Total Registered Homestays 1281					

The second stage sampling will include a random sampling technique to select homestays registered in selected districts. 100 homestay will be selected randomly at this stage in proportionate to registered homestay in the district.

Table 5 No.of Selected homestay

S.No	District	Total	Selected homestay	Sampling technique
1.	Nainital	356	28	**Simple Random sampling**
2.	Chamoli	404	31	
3.	Dehradun	521	41	
			Total 100	

The third stage will consist of the selection of tourists who stayed in selected Homestays for which convenience sampling will be conducted. The sample size for the study will be 600. From each selected homestay six tourists will be selected as a sample for the study through the convenience sampling technique.

Table 6 Sample size

S.No	District	Selected homestay	Sample	Sampling Technique
1.	Nainital	28	28x6= 168	**Convenience sampling**
2.	Chamoli	31	31x6= 186	
3.	Dehradun	41	41x6= 246	
			Total 600	

To conduct the interview schedules of homestay owners and managers; convenience sampling will be carried out to select 30 samples of homestay owners that would be proportionate to the three locations selected.

Instrument Design & Data Collection

To measure the quantitative aspect of the research, a structured questionnaire will be formulated and will be distributed to the homestay tourist of all selected homestays in Uttarakhand's various districts. Before the distribution of the questionnaire pre-test of the questionnaire survey will be conducted. a pilot survey will be administered utilizing convenient samples with the goal of detecting problems in questionnaire design as well as to check the validity and reliability of the

questionnaire. During the check-out, tourists staying in various homestays will be given the survey package. Before receiving the questionnaire packages, homestay tourists will be informed about the purpose of the survey. The questionnaires will be distributed only to tourists who stayed at the homestays in selected districts. the data from tourist will also be collected through online questionnaire for the guest who have stayed in the homestay in Uttarakhand.

To measure the qualitative aspect of the research, a structured Interview schedule will be prepared. All the interviews of homestay owners will be conducted in-person on individual basis or in small groups.

Secondary data will be gathered from government websites, newspaper articles, magazines, etc. about homestay.

Data Analysis Tool and Technique

Data will be analyzed using the statistical software package after the questionnaires have been sorted. In accordance with the study's objectives, statistical analyses like descriptive statistical analysis will be used.. A descriptive analysis will be carried out to profile tourists who stayed at homestays in Uttarakhand. To identify differences in tourist motivation and overall tourist satisfaction based on demographical features(gender, age, marital status, place of residence, total family income, educational status), difference tests such as the T-test, ANOVA, and Chi-square will be used.

A factor analysis will be performed to find a set of dimensions, or factors, by creating correlated variable composites of motivation items and attributes. Multiple regression analysis will be utilized to assess the overall levels of satisfaction with the identified dimension.

IMPLICATION

This study can make various recommendations to enhance the satisfaction of visitors with the homestays in Uttarakhand. The study can help in understating the factor affecting the motivation and satisfaction of tourists and the important factor that influence tourists' overall satisfaction. The study can be utilized by homestay investors and owners/managers to prepare policy, direction, and guidelines toward operating homestay in the state. This study might provide homestay destination marketing managers with a more accurate image of tourist satisfaction in terms of both motivations and attribute issues. To create effective marketing strategies for products and services in the homestay industry, this study can provide insight and a better understanding of tourists who visit homestays in the mountain state of Uttarakhand.

TENTATIVE OUTLINE OF SUBSEQUENT CHAPTERS

The proposed chapter plan of the current study is as follows:

Chapter I: Introduction- In this chapter significance and relevance of the thesis will be outlined by discussing the gap and value points and its background.

Chapter II: Review of Literature-In this chapter, a comprehensive review of scholarly sources will be presented. Portraying an overview of the current knowledge-based on data and theories from previous research, the motivation of tourists, and satisfaction of tourists, including hypotheses, is developed.

Chapter III: Research Methodology- In this chapter, research methodology, tools and techniques shall be thoroughly discussed.

Chapter IV Data Interpretation & Analysis: In this chapter, It will be observed that how the data received satisfies the objectives of the research work. Thus, Data gathered from the survey and observation will be analyzed and checked against the objectives of the research work.

Chapter V Results & Discussion: In this chapter, the results and findings of the study will be outlined, and the conclusion will be presented. Further, the limitation and scope of the studies in the future will be discussed.

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